

University of Groningen

The Showrooming Phenomenon

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Table 2: Measurement of independent variables

Variable	Items [X indicates the product category]
Benefits of showrooming	
Expected quality gain online	Where did you expect you could find X that best fit your needs? (5-point scale; ranging from -2 (much more likely offline) to +2 (much more likely online))
Expected price gain online	Where did you expect you could find lower prices for X? Where did you expect you could find attractive promotional offers for X? (5-point scale; ranging from -2 (much more likely offline) to +2 (much more likely online))
Dispersion in quality online	I expected that the quality of X would vary much more offline/online.
Dispersion in price online	I expected that the prices would vary much more offline/online. (5-point scale; ranging from -2 (much more offline) to +2 (much more online))
Costs of showrooming	
Online search cost	Searching <i>online</i> for information on X takes little time. Searching for X <i>online</i> requires a lot of effort to process all the information available. It's a hassle for me to search <i>online</i> for more information about X after I've already gathered information in an offline retail store.
Waiting cost for delivery	Delivery times are short if I purchase X online. (R)
Potential benefits or costs of showrooming	
Value of in-store information	I collected a lot of information at this store that was very useful to me. The time it took me to gather information at this store was time well-spent.
Quality of in-store salesperson	The salespeople of this retail store are very knowledgeable. The salespeople of this retail store provide friendly and responsive service. You can trust the salespeople of that retail store.
Availability of in-store salesperson	Consumers have to wait a long time before a salesperson can help with a question (R ^a)

a. We recoded the values, so that a higher value on this variable indicates shorter waiting times, and thus a better in-store salesperson availability.

Table 2: *Measurement of independent variables (continued)*

Variable	Items [X indicating the product category]
<i>Control variables</i>	
Time pressure	I finish my shopping for X fast because I have other things to do. I usually find myself pressed for time when I go shopping for X.
Loyalty to offline retailer	I have a favorite offline retailer when shopping for X.
Anticipated regret	Whenever I make a choice, I'm curious about what would have happened if I had chosen differently. Whenever I make a choice, I try to get information about how the other alternatives turned out. If I make a choice and it turns out well, I still feel like something of a failure if I find out that another choice would have turned out better. When I think about how I'm doing in life, I often assess opportunities I have passed up.
Shopping enjoyment	I like shopping for X.
Mavenism	I enjoy giving people tips on shopping for X.
Price	Please indicate approximately how much you spent on X. It is not necessary to specify an exact price, but please provide a good estimate in US Dollars.
Product category	Nine dummy variables to represent the ten categories. Clothing serves as the reference category, i.e., dummies are interpreted relative to clothing.